

In the Matter of )  
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The Commercial Mobile Alert System ) PS Docket No. 07-287

<sup>1</sup> Security and Accountability for Every Port Act of 2006 (SAFE Port Act), Pub.L. 109-347, Title VI—Commercial Mobile Service Alerts (WARN Act).

CMSAAC was comprised of members from consumer user groups including representatives of users with special needs, public safety, equipment manufacturers and developers, device manufacturers, broadcasters, carriers and federal, state local, and tribal governments. The CMSAAC divided its tasks among four working groups: the Alerting Interface Group (“AIG”), the Alerting Gateway Group (“AGG”), the Communications Technology Group (“CTG”), and the User Needs Group (“UNG”). The CMSAAC work was overseen by a Project Management Group (“PMG”), headed by the FCC and comprised of the chairs and co-chairs of each of the four working groups. Verizon Wireless was an active participant on the CMSAAC. Verizon Wireless’ Chief Technology Officer, Tony Melone, chaired the Alerting Gateway Group, was a member of the Communications Technology Group, and also served on the Program Management Group. Network engineers from Verizon Wireless also participated in the CMSAAC process by hosting and attending meetings and conference calls and working with other CMSAAC members and support staff to develop the technical documents on which many of the CMSAAC recommendations are based. Indeed, the two working groups that Verizon Wireless participated in the most, the AGG and CTG combined had more than 80 active participants, held more than 300 hours of meetings, and produced more than 400 documents. Every CMSAAC recommendation was discussed thoroughly, every detail was carefully considered, and needs of all interested parties were carefully balanced.

The WARN Act requires that the CMSAAC develop recommendations in seven categories.<sup>2</sup> CMSAAC delivered its recommendations to the FCC in a 118 page

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<sup>2</sup> WARN Act, Section 603(c)(1-7).

document on October 12, 2007.<sup>3</sup> The CMSAAC Recommendation addressed each of the deliverables required under the WARN Act. The CMSAAC recommended a model for the distribution of alerts whereby a federal government entity will serve as the “Alert Aggregator” and receive, aggregate, and authenticate alerts originated by authorized alert initiators using the Common Alerting Protocol (“CAP”). The government entity will also serve as an “Alert Gateway” and formulate a 90-character alert message based on fields in the CAP alert sent by the initiator. The Alert Gateway will then deliver the alert over a secure interface to a gateway maintained by each participating commercial mobile service provider (“CMSP”) for delivery. The CMSP gateway will be responsible for formulating the alert in a manner consistent with the CMSP’s delivery technology of choice, mapping the alert to the associated set of cell sites, and delivering the alert to the CMSP infrastructure for distribution to customer devices.<sup>4</sup>

The WARN Act provides that within 180 days of the CMSAAC Recommendation, the FCC must “complete a proceeding to adopt relevant technical standards, protocols, procedures, and other technical requirements based on the recommendations of [the CMSAAC] necessary to enable commercial mobile service alerting capability for commercial mobile service providers that voluntarily elect to

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<sup>3</sup> The Commercial Mobile Alert System, PS Docket No. 07-287, FCC 07-214, *Notice of Proposed Rulemaking* (released December 14, 2007), Appendix B, “Commercial Mobile Alert Service Architecture and Requirements” (“CMSAAC Recommendation”).

<sup>4</sup> *Id.*, at 9, Section 1.1.1.

transmit emergency alerts.”<sup>5</sup> In order to meet this obligation, the FCC now seeks comment on the CMSAAC Recommendation in the NPRM.

## **II. DISCUSSION**

Verizon Wireless supports every aspect of the CMSAAC Recommendation and urges the Commission to adopt each aspect of that Recommendation “as is.” Adopting the CMSAAC Recommendation in its entirety would serve the public interest, speed implementation of a CMAS capability, and be consistent with the law and Congress’ intent in adopting the WARN Act.

### **A. Adopting the CMSAAC Recommendations in Their Entirety Will Serve the Public Interest.**

Ultimately, the public interest will be served by the Commission adopting rules that best satisfy all of the varied interests of the parties involved and leads carriers to elect to provide CMAS to customers. On every level, adopting the CMSAAC Recommendation serves the public interest. The CMSAAC Recommendation deals with and provides detailed analysis of every aspect of the delivery of CMAS. The CMSAAC Recommendation envisions an end-to-end system mapping out the delivery of alerts from initiation through delivery to customer mobile devices. The CMSAAC Recommendation includes procedures, protocols and technical requirements for alert initiation, formatting, authentication, security, geo-targeting, classification, prioritization, carrier election, customer notification, and all other aspects of CMAS. The CMSAAC Recommendation strikes an appropriate and careful balance among the various needs of all parties involved and, where desired features are not immediately feasible, provides recommendations for

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<sup>5</sup> WARN Act, Section 602(a).

continued development of features as technology and carrier delivery systems evolve. As a result, the CMSAAC Recommendation achieved near-unanimous approval among the CMSAAC members, who, as noted above, represent a wide variety of interest groups. Should the Commission rules differ in any significant aspect from the CMSAAC Recommendation, the Commission risks upsetting the careful balance struck in the CMSAAC Recommendation, losing broad-based support for CMAS and increasing the risk that carriers will elect not to participate.

**B. Adopting the CMSAAC Recommendation Will Speed the Standards Setting Process.**

The Commission should adopt the recommendations of the CMSAAC in order to speed the development of the technical standards necessary to develop network infrastructure and devices for the delivery of mobile alerts. On November 30, 2007, a joint ATIS/TIA effort to establish technical standards for CMAS was begun. The work of this standards setting initiative is based on the CMSAAC Recommendation. Therefore, any deviation from the CMSAAC Recommendation in the FCC rules will delay the standards setting process by forcing the group to amend the standards to accommodate any changes made by the FCC. Because the standards must be completed before network equipment, software, and devices can be developed, deviating from the CMSAAC recommendation will necessarily delay carrier implementation schedules for CMAS.

**C. Adopting the CMSAAC Recommendation Is Consistent with Congress' Intent and the Provisions of the WARN Act.**

In adopting the WARN Act, Congress clearly intended for the protocols, processes, and technical requirements for CMAS to be developed by the members of the CMSAAC. The WARN Act ensured that the CMSAAC would include representatives of

a wide-variety of interest groups and persons with the necessary expertise and experience to design a workable framework for delivering mobile alerts. Accordingly, the WARN Act requires that the FCC adopt rules based on the recommendations of the CMSAAC,<sup>6</sup> and limits the FCC's rulemaking authority under the Act to a handful of specified areas.<sup>7</sup> It is clear from these provisions, that Congress intended the Commission to adopt the recommendations of the CMSAAC in their rules for CMAS. Consistent with that directive, the Commission should adopt the CMSAAC Recommendation in its entirety.

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<sup>6</sup> *Id.*

<sup>7</sup> *Id.*, Section 602(d).

### III. CONCLUSION

The FCC should adopt the recommendations of the Commercial Mobile Service Alert Advisory Committee in its entirety. Adopting the CMSAAC Recommendation will serve the public interest, speed the standards setting process and the implementation of a CMAS capability, and is consistent with Congress' intent in adopting the WARN Act.

Respectfully submitted,

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